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-----MEDIA ADVISORY-----

**MAYOR PEREZ TO SIGN TOP BEAM OF BUILDING THAT WILL
HELP REDEFINE HARTFORD'S SKYLINE**

WHEN: Wednesday, September 28, 2005 at 2p.m.
WHAT: Topping Off Ceremony at Hartford 21
WHERE: Corner of Trumbull and Asylum Streets, Downtown Hartford

Hartford Mayor Eddie Perez will join state officials and executives with Northland Investment Corporation for a beam signing ceremony at Hartford 21. This is the \$160 million complex that will house a 36-story luxury apartment tower, as well as retail and office space and parking. The City of Hartford has made a significant investment in this project, including \$18 million in tax abatement over the next 20 years.

Mayor Perez says, "Right now, this is the crane that everyone can see from a distance. Soon it will be the tower that will help redefine our skyline. Hartford 21 is another great example of how Hartford truly is on the rise. It demonstrates the excitement that is being generated--- making the Capital City a great place to live, work, shop and play."

The public is invited to sign the final beam on the day of the event between 9:00 a.m. and 1:00 p.m. As Hartford continues to build up, donations to The American Red Cross Disaster Relief Fund will be collected from those who wish to help rebuild the Gulf Coast.

For more information on the Mayor's role, contact Sarah Barr, Director of Communications at (860) 522-4888 x6217.